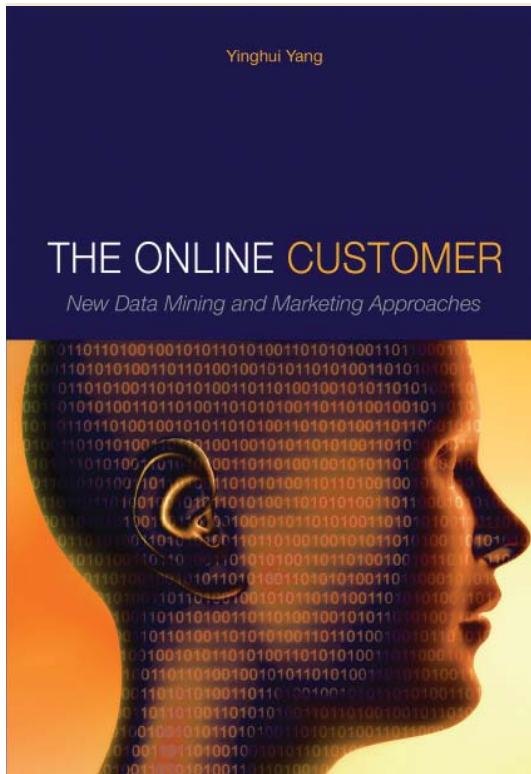


NEW BOOK ANNOUNCEMENT

Business / E-commerce / Communications / Internet Studies



The Online Customer

New Data Mining and Marketing Approaches

Yinghui Yang

6 x 9" Hard Cover Level: College & Faculty

140 pages September 2006 US\$69.95 / £40.95

ISBN-10: 1-934043-06-0

ISBN-13: 978-1-934043-06-6

Library of Congress Cataloging-in-Publication Data

Yang, Yinghui, 1974-

The online customer : new data mining and marketing approaches / Yinghui Yang.

p. cm.

Includes bibliographical references.

ISBN-13: 978-1-934043-06-6

ISBN-10: 1-934043-06-0

1. Internet marketing. 2. Data mining. 3. Market segmentation. I. Title.

HF5415.1265.Y36 2006

658.8'72--dc22

2006034617

Description

In *The Online Customer*, Yinghui Yang details how data mining and marketing approaches can be used to study marketing problems. The book uses a vast dataset of web transactions from the largest internet retailers, including Amazon.com.

In particular, she deftly shows how to integrate and compare statistical methods from marketing and data mining research.

The book comprises two parts. The first part focuses on using behavior patterns for customer segmentation. It advances data mining theory by presenting a novel pattern-based clustering approach to customer segmentation and valuation.

The second part of the book explores how free shipping impacts purchase behavior online. It illuminates the importance of shipping policies in a competitive setting.

With complete documentation and methodology, this book is a valuable reference that business and Internet Studies scholars can build upon.



PO Box 350, Youngstown, New York 14174-0350

www.cambriapress.com

T (716)608-8335 F (716)608-8338 E sales@cambriapress.com

An innovative, independent, non-subsidy publisher of academic research

NEW BOOK ANNOUNCEMENT

The Online Consumer

New Data Mining and Marketing Approaches

Yinghui Yang

Table of Contents

- Acknowledgements
- List of Tables
- List of Figures
- Part I. Introduction
- Part II. Segmenting Customer Transactions Using a Pattern-Based Clustering Approach
 - 2.1 Introduction
 - 2.2 Pattern-Based Clustering of Web Transactions
 - Features of Web Transactions, Objective Function for Pattern-based Clustering
 - 2.3 The Clustering Algorithm
 - 2.4 Segmentation-Based Modeling
 - 2.5 Experiments
 - Building Segmentation-Based Predictive Models for Online Retailers, Evaluating GHIC on User-Centric Web Browsing Sessions, Experiment Setup, Results
 - 2.6 Literature Review
 - Market Segmentation, Pattern-Based Clustering, Item/Itemset/Rule-Based Clustering, Segmentation-Based Modeling, Profiling and Signature Discovery
 - 2.7 Conclusion: Contributions, Limitations and Future Work
- Part III. Free Shipping Promotions and Internet Shopping Behavior: Theory and Evidence
 - 3.1 Introduction
 - 3.2 The Model
 - Purchase Quantity and Cost for Different Shipping Schedules, Relationship between Shipping Threshold (T) and Price (p), Comparison, Hypotheses
 - 3.3 Empirical Analysis and Hypothesis Testing
 - Data Description, Average Quantity and Quantity Variance, Threshold Level and Purchase Quantity, Threshold and Price Dispersion
 - 3.4 Literature Review
 - 3.5 Conclusion: Contributions, Limitations and Future Work
- Part IV. Conclusion
 - 4.1 Contributions
 - 4.2 Limitations and Future Work
- Appendices
- Bibliography
- Index

Review

“ ... highly recommended for scholars and practitioners who are at the interface of data mining and marketing.”

– Professor Balaji Padmanabhan,
The Wharton School,
University of Pennsylvania

About the Author

Yinghui Yang is Assistant Professor in the Graduate School of Management at University of California at Davis. She earned her Ph.D. in Operations and Information management from The Wharton School at the University of Pennsylvania.

Professor Yang’s research interests focus on developing new data mining techniques that can be used in a variety of business applications including market segmentation, customer relationship management, and personalization. Her research in Internet Marketing focuses on building Economic and Econometric models for analyzing marketing activities on the Internet.

Professor Yang’s research has appeared in numerous academic journals, international proceedings, and workshops.



PO Box 350, Youngstown, New York 14174-0350

www.cambriapress.com

T (716)608-8335 F (716)608-8338 E sales@cambriapress.com

An innovative, independent, non-subsidy publisher of academic research